

J. W. C. I. Band at 9: Organ at 11, 11:55 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Generally Fair

The Idea Is to Make It 20 Per Cent Easier for You to Buy What You Need and It Works Wonderfully

"Great Cry and Little Wool" Is a Proverb of Old Times

We are keeping a good store every day, doing the best we know how to make good to the people who have so long depended upon us.

The actuality of our methods to promote savings has proved helpful and loaded us with four-horse haywagons of thanks and satisfactions.

As the cash came in we sent it out again as promised and bought whatever was worthy and lower in price, and ticketed it, giving our patrons the advantage.

Remember, we are not making baits for sales and neither asking nor urging people to spend money, but we offer practically the entire contents of the Store at one-fifth off actual values.

[Signed] *John Wanamaker*

June 19, 1920.

We've Been Anxiously Waiting for These Chinese Silks

Many people also have been waiting for them, for it seems that nothing else takes their place. Certainly no other silk will stand as hard wear or as many tubings and look as well with it all as these tough fiber pongees.

Chinese Shantung pongee, a particularly nice quality for women's dresses, petticoats, waists and separate skirts, \$2 a yard.

Chinese Ninghai pongee, \$2.50 a yard in the lighter weight which has not been here for some time, and \$3 a yard in the heavier weight for men's and women's tailored suits, motor coats, riding breeches and women's sports skirts.

All three are subject to the 20 per cent deduction.

(First Floor, Chestnut)

Women's Fine White Duck Oxfords at \$10 a Pair

We have 500 pair of these shoes from the leading women's shoe factory in Philadelphia to sell at a price considerably below regular. In addition to this, 20 per cent deduction comes off at the time of purchase.

These are beautiful shoes with white soles and covered military heels.

(First Floor, Market)

The Ever-Useful Bar Pin

Most women find the bar pin as useful as it is ornamental, and the Jewelry Store has no end of attractive new designs from which to choose.

Sterling silver bar pins set with rhinestones, or with rhinestones and imitation sapphires, \$3.50 to \$36.

Bar pins in combinations of rhinestones and black enamel, \$3.50 to \$16.

Special bar pins of sterling silver, set with rhinestones, \$6.

The 20 per cent deduction is to come off these prices, of course.

(Jewelry Store, Chestnut and Thirteenth)

A Little Sale of Women's Stockings

THESE are all first quality goods and in addition to the lower prices marked on them, 20 per cent will be taken off at time of purchase. 3600 pair of full-fashioned hosiery in black, white and cordovan, sizes 8½ to 10½, at 85c a pair.

1200 pair of full-fashioned silk stockings in black only, with mercurized tops and soles, \$2 a pair.

2400 pair of full-fashioned black silk stockings in a heavier weight, with mercurized tops and soles, \$2.50 a pair.

1200 pair of full-fashioned all-silk stockings in black, white and colors, \$3.50 a pair.

(West Aisle)

Letitia Corsets

Here comes a new shipment of this favorite corset; and some of the models in it are these:

At \$9. One designed for full figures; it is of plain white coutil, has medium bust, heavily boned, and graduated clasp.

At \$15. A pink broche, low in the bust and with long skirt. It has elastic gores in the front.

Another at \$15. A topless model of pink broche is well boned, comes long over the hips in the back, and is intended for average figures.

At \$14 is a girdle-top model of striped pink batiste, very light and comfortable.

The 20 per cent deduction will be made at time of purchase.

(Third Floor, Chestnut)

Cool and Frilly Negligees—All New

One of the prettiest negligees is of snowy white voile in a novelty weave with dots and openwork effect. It has lace-edged ruffles, just enough ribbon for prettiness and is attractive enough for a June bride, \$21.50.

Another dainty negligee is of striped cotton voile with pink or blue figures. This is made in a becoming style, is lace and ribbon trimmed and is \$18.

The 20 per cent is to be taken from these prices, too.

(Third Floor, Chestnut)

Women's Gay French Handkerchiefs

The handkerchiefs are of sheer linen, and the colors and designs are delightfully different.

\$1.25 each—less 20 per cent.

(Main Floor, Central)

Plenty of These White Waists

Voiles with three-quarter sleeves and double frill jabots, edged with Valenciennes, price \$3.50.

Batistes in a favorite style, with lattice beading and long sleeves, \$3.85.

Batistes with tuxedo collars; many fine tucks and square neck openings, \$4.50.

The 20 per cent deduction brings down all these prices.

(Third Floor, Central)



Some Very Beautiful Wraps Each \$50 Less in Price

THEN, in addition, 20 per cent is deducted from the price remaining. It is a rare and fine opportunity for women who can use such garments, and much less than they can buy them for again. The new prices are \$100 to \$300 and the wraps (some coats and capes are included) are among the newest and handsomest ones here—all-wool tricelines, bolivias, velours, duvetynes of silk-and-wool and all-silk. They are in the correct fashions for Fall.

Mostly one of a kind and there are a couple trimmed with moleskin. All are handsomely silk lined.

(First Floor, Central)

Women's Fine Gowns of Lace Reduced—Now \$125 to \$325

THIS means a saving of \$18.50 to \$25 on every gown and 20 per cent besides will be taken off at the time of purchase. The gowns are of a semi-evening sort and are among our loveliest and there are no two alike. For instance—

There is one of cherry-colored tulle over white.

Another of black net draped with heavy white cut work; the girdle is of blue and mustard color.

A creamy fillet over brown charmeuse.

(First Floor, Central)

A Disposal of Georgette Gowns for Young Women—\$45

FRESH, dainty Summer dresses for afternoon and street wear—about sixty in all.

They come in a delicate flesh pink, white, midnight blue, China blue and black. Some are thickly beaded with white or black beads; some have dainty crystal beads. There are several good models from

which to choose—one a combination of taffeta and Georgette, one with crepe pleating, and the others beaded.

They come just in time to go into vacation trunks. \$45—and the 20 per cent deduction brings this sum down considerably.

14 to 20 year sizes.

(Second Floor, Chestnut)

Many Wool Scarfs Are Taking Vacation Trips

Women are buying them for shore and mountains and they are the needed finishing touch to the smart sports suit.

In soft wool, stripes and plaids, some imported and many of the new wide sort, \$7.50 to \$22.50, with 20 per cent to be taken off each price.

(Main Floor, Central)

Women's All-Silk Umbrellas, Price \$10

Umbrellas with malacca sticks, blunt ferrules, long white bakelite "teeth" or tips, and bakelite tops to imitate old ivory. Covers are of black, blue, green, purple, taupe and garnet silk.

Price \$10—and the 20 per cent deduction takes a substantial amount off that.

(Main Floor, Market)

Lovely New Wool Plaids for Pleated Skirts

The large effective plaids that look so well when pleated and they come in the fashionable blue-and-tan and brown-and-tan combinations, five styles in all.

The weave is very fine, all-wool and 48 inches wide and the price is \$6 a yard, less the 20 per cent deduction.

(First Floor, Chestnut)

Like an Old Fashion Revived—Little Girls' Pantalet Dresses

QUAINT as can be are these little cotton frocks in pantalet style that have just arrived in the Children's Store. Their very obvious reason is to save petticoats—a point which will appeal to practical-minded mothers.

There are three new styles, one of cross-bar white muslin, the others of a silky-finished, fine cotton in rose pink, blue or yellow.

The dresses have low necks and short sleeves, some have sashes, some are hand stitched and some have frills. The pantalets are in straight style, finished with little frills or gathered in tight on a band.

\$7.50 to \$9.50—and 2 to 6 year sizes.

And there's the 20 per cent, which makes them even smaller priced.

(Third Floor, Chestnut)



Women's Semi-Made Coat Suits Again at \$10 Each

So many inquiries have come about these good-looking suits since the other shipment was here, that we took all the rest the manufacturer had. Ordinarily these coat suits sell for a great deal

more than this. And there is the 20 per cent off besides!

They are a cool cotton material which looks like linen, white and colors with braiding and embroidery. Three styles of coats, one an Eton.

(West Aisle)

KEEP the fact well before your mind that the privilege is still yours of buying almost anything in the Wanamaker stocks at a saving of one dollar in every five. It is a fact which nobody who needs anything for home use or personal use can well afford to forget.

It is the Wanamaker idea of fighting the high cost of living and relieving the burden of expenses which to so many families and individuals has become almost intolerable.

It was originated and has been continued of our own volition, without pressure or necessity of any kind.

No store has ever done anything that brought such a tremendous response from the people, or that was adopted so largely by enlightened and progressive merchants everywhere.

Bear in mind that it is not a sale.

It has none of the ordinary sale's limitations and reservations.

It is no offering of stale, undesirable, out-of-season goods, or left-overs.

It places our entire stocks at your disposal at a deduction of 20 per cent, the only exception being about \$50,000 worth of goods which, owing to conditions of purchase, we cannot include.

Candy Boxes of Amethyst Glass

besides vases and candle sticks, come to us from New Bedford—an example of what home industries are doing.

The candy boxes are low and round, with knobs on their covers, and are priced at \$6 and \$8; the vases, with crystal rings, are \$6, and the graceful tall candlesticks are \$6.50. Covered urns are \$7.50.

The 20 per cent deduction holds.

(Fourth Floor, Chestnut)

Men's Handkerchiefs for Dress and Everyday Use

For dress use the snowy tape-border handkerchiefs at \$15 a dozen are the sort to appeal to fastidious men. The handkerchiefs are of beautiful quality linen and there is a pleasing variety of tapes from which to select.

For everyday, practical use, there are new lots of the 50c plain hemstitched handkerchiefs. These are of sturdy Irish linen, with narrow hems.

Take 20 per cent off these prices, of course, when you get them.

(West Aisle)

Field Glasses

Any vacation trip is more delightful if a tourist field glass is a member of the company. We have such glasses in the Optical Goods Store at \$16, \$18 and all the way up to \$60, minus the 20 per cent.

(Main Gallery, Chestnut)

About Glasses

Eyes are patient things, ready to give their owners good service if only they are treated with ordinary care and kindness. Oculists' prescriptions brought to us are filled with the utmost care, and we have always the latest styles of frames and mounts.

(Main Gallery, Chestnut)

Yachting Caps for Men

One of the things you don't find everywhere in town is men's yachting caps. The Men's Hat Store has them of blue cloth for \$4 and white for \$2 and \$3.

20 per cent off, of course.

(Main Floor, Market)

New French Writing Paper Less Than Domestic Kinds

AND far more unique in style and coloring. It is \$1.50 and \$2 a box for boxes containing over one quire and two quires of paper and envelopes. Then there is the 20 per cent off also.

All the envelopes are lined.

(Jewelry Store, Chestnut and Thirteenth)

Inexpensive Traveling Bags for Men and Women

Here's a limited lot of black, long-grain cowhide traveling bags in three-piece styles and in 14, 16 and 18 inch sizes.

(Main Floor, Chestnut)

All good-looking bags, light in weight and serviceable. Prices \$14, \$15 and \$16, less 20 per cent.

Couch Hammocks at \$12 About Half Price

100 gray couch hammocks with adjustable backs, heavy mattresses and chain supports.

Owing to a slight defect in the

(Seventh Floor, Market)

Put Your Furs Away—and Forget Them

till you need them next fall, is the motto of many women who find that the Wanamaker Fur Storage Vault relieves their minds of all fear of moths, fire and burglars.

We will care for your furs, your winter suits, wraps or anything of that nature that you wish kept in a cool, safe place. The charge is moderate, too.

If you will send us a postal or phone us, we will gladly send a wagon to get your things.

(Third Floor, Central)

Decorative Glassware Brilliantly Reinforced

DECORATIVE glassware is in high favor. Everybody seems to be buying it, especially gift-seekers and homekeepers desiring to add an extra touch of brilliance to the domestic appointments.

Three distinct kinds are here, including beautiful lots just come in. Colored glassware in charming and unusual shades—amethyst, celadon blue, deep old blue, amber, canary and other hues.

In this collection are bud vases, flower bowls, flower vases, compotes, bonbon dishes, candy boxes, trinket boxes, candlesticks, aquariums, fruit bowls, sherbet glasses, candy jars, very large vases for

American Beauty roses—\$1 to \$20 each.

Gold-encrusted glassware and glassware decorated in pretty colors, in two very delightful groups, comprising a world of captivating things, such as

Sugar and cream sets, Sandwich trays, Cracker and cheese dishes, Candy jars, Colony trays, Cologne bottles, Trinket boxes.

From \$3 to \$13.50 a piece.

All prices subject to the 20 per cent deduction.

The colored pieces include many pretty two-tone effects—green and gold, blue and gold, pink and gold, and so on.

(Fourth Floor, Chestnut)

New Hand-Embroidered Madeira Linens for Bridal Gifts

Pillow cases, lunch sets and show towels, all very attractive specimens of Madeira hand embroidery. As gifts for June brides there are few things in all the world more appropriate or acceptable.

Prices are moderate and are subject to the 20 per cent deduction.

Real Madeira pillow cases in regular sizes, \$15 to \$25 a pair.

Real Madeira lunch sets of 13 pieces, from \$12.50 to \$20 a set.

Real Madeira show towels in regular sizes, 22x42 inches, \$6 each; 24x45 inches, \$7.50 each.

Also in guest sizes at \$2.50 to \$4.75 each.

All prices less 20 per cent.

(First Floor, Chestnut)

Old Fashioned Taffeta Cretonne Delightful for Upholstering

WE have only one regret—that it did not come sooner when so many people were asking for it.

It is the heavy jute weave that wears so well and can be used so satisfactorily for upholstery of any kind of furniture, for slip-covers or hangings. The colors are wonderfully soft and beautiful and the price is \$1.75 a yard, less 20 per cent.

(Fifth Floor, Market)

A New Lot of Rag Rugs

In the designs and colors for which people have shown the greatest preference.

9x12 ft., \$20.
8x10 ft., \$22.
6x9 ft., \$15.

4x7 ft., \$7.85.
36x72 in., \$5.
30x60 in., \$3.75.

Japanese Straw Rugs

9x15 ft., \$17.50

This is an unusual size, much in demand by people who have large rooms and porches to cover, but not so easy to get.

20 per cent comes off all these prices at time of purchase.

(Seventh Floor, Chestnut)

All Wanamaker Furniture 20 Per Cent Less

The privilege of choosing anything in the Furniture Store at a deduction of 20 per cent from the regular price is reasonably regarded as the most extraordinary thing ever known in the cabinet-making business, owing to the stock of furniture to which that privilege applies.

It is better that you should see these goods for yourself and consider them and their prices with the 20 per cent abatement in relation to your own needs.

Be sure to see the sumptuous layout of upholstered and other pieces for living apartments, libraries and halls on the Fifth Floor, Chestnut Street, and take particular note of the rare individual charm of many of the pieces here exhibited.

(Fifth and Sixth Floors)